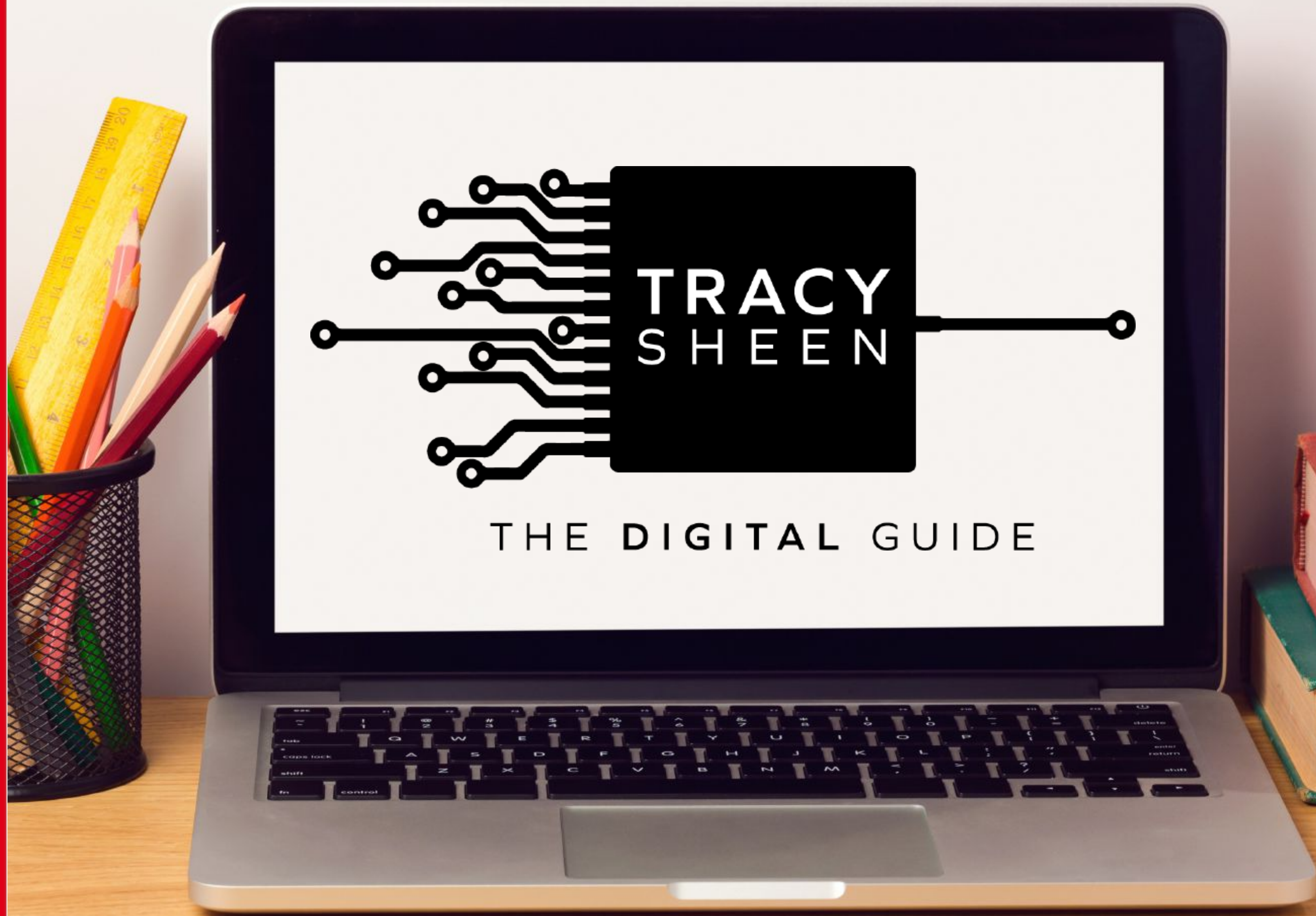
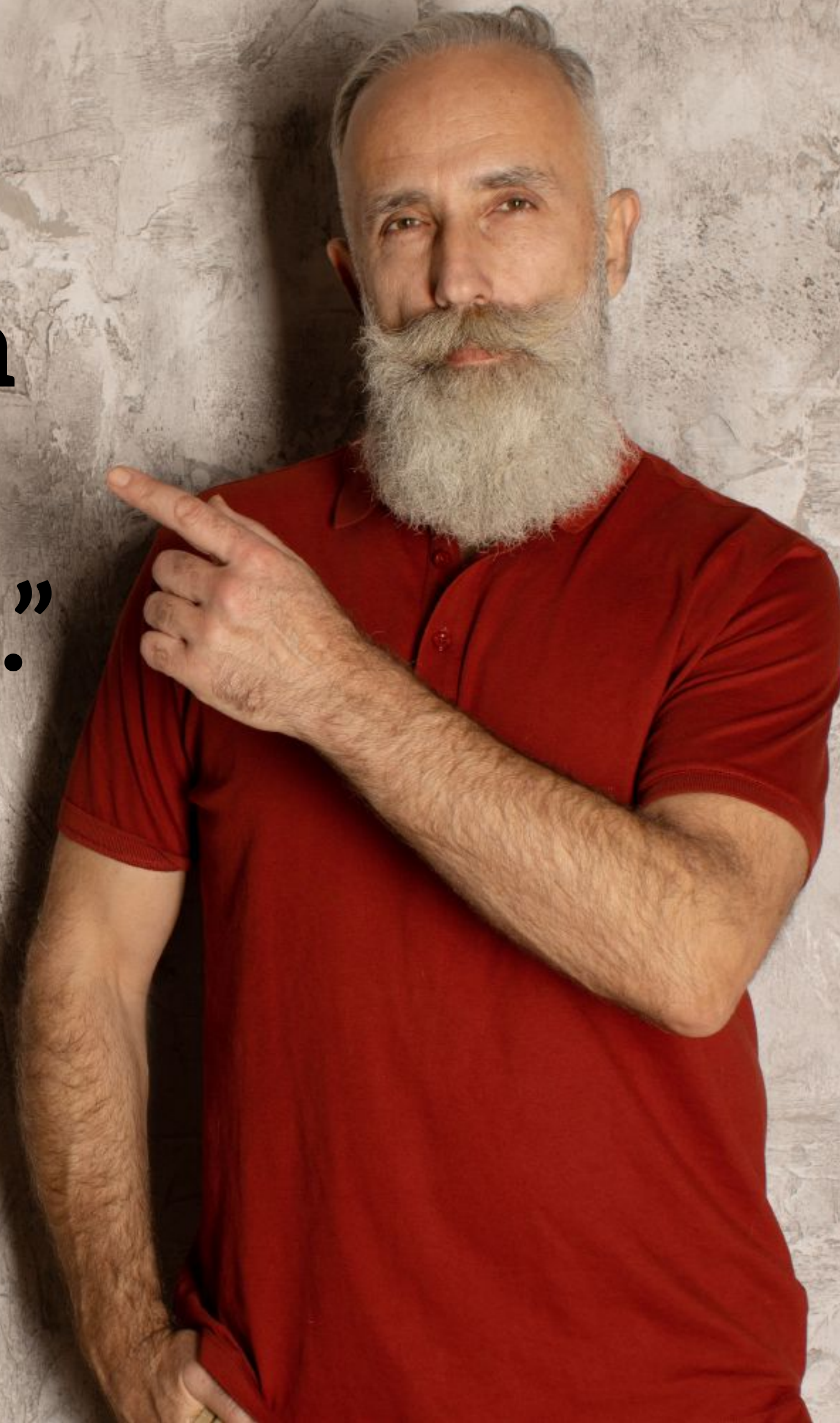


Google Analytics 101

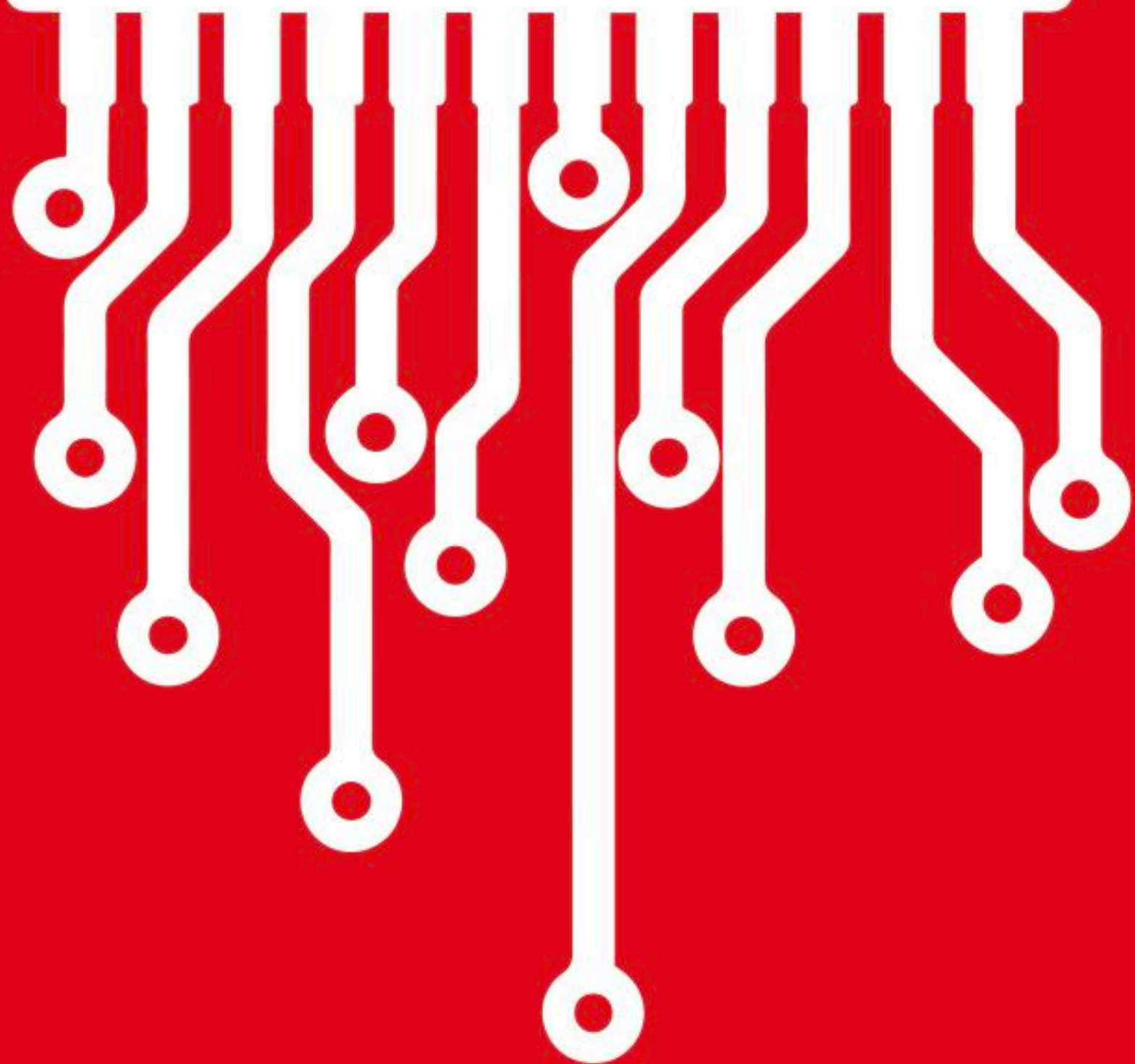


**“The goal is to turn data
into information, and
information into insight.”**

**Carly Fiorina, Former
CEO of HP**



A little about me



**What my
friends &
family think I
do**

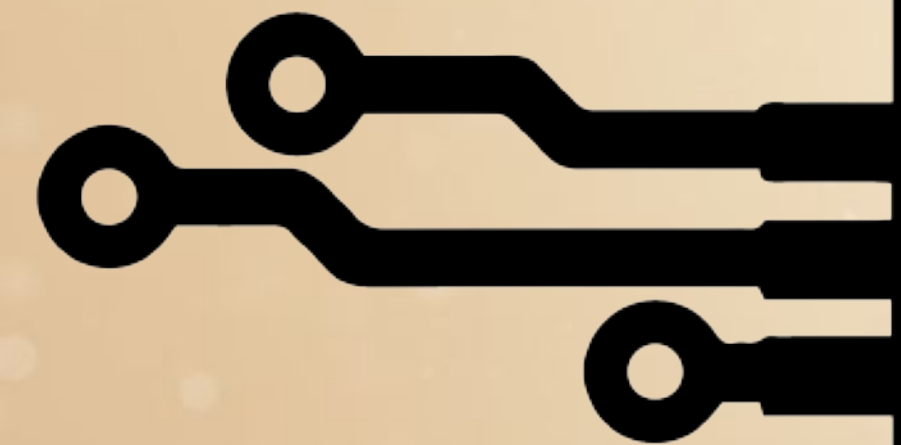


What I actually do





What is Google Analytics?



Google Analytics is a web analytics service that's offered by Google.

It tracks and reports on your website traffic



Why you should have Google Analytics



**You can't change what you don't
measure...**




Metrics you can measure

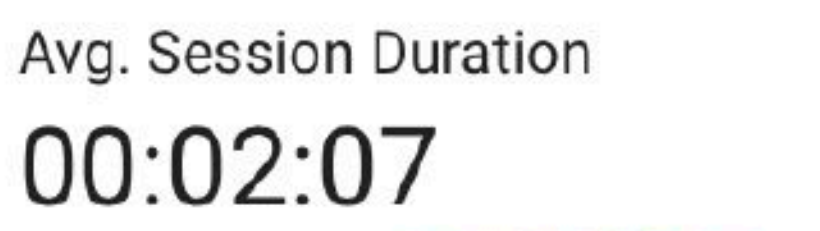
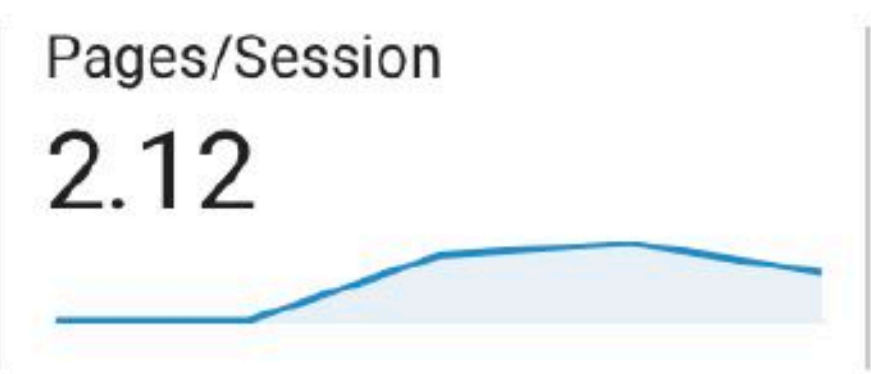
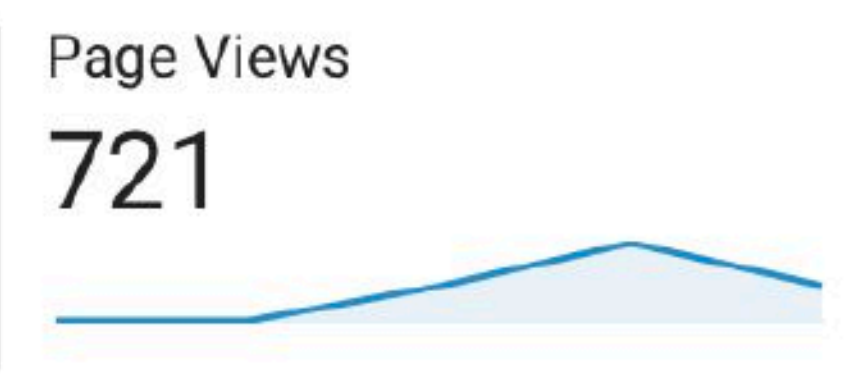
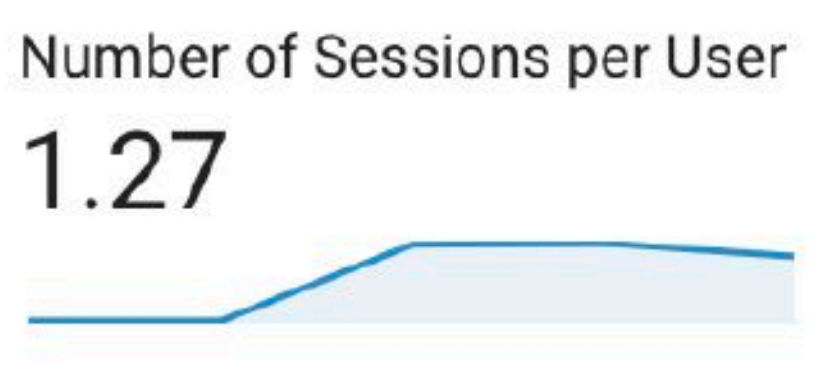
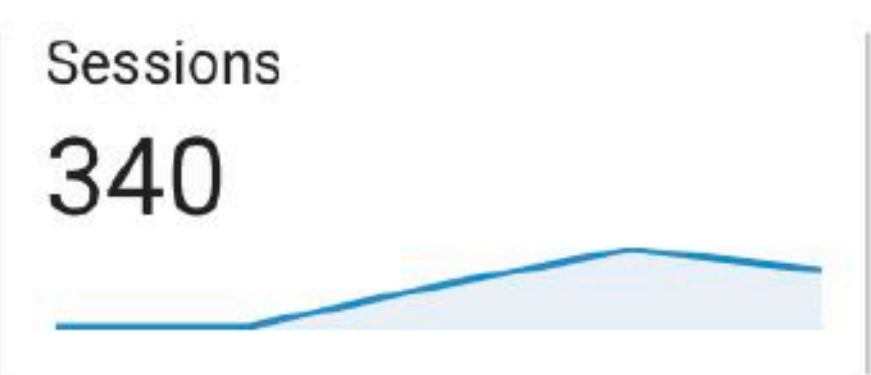
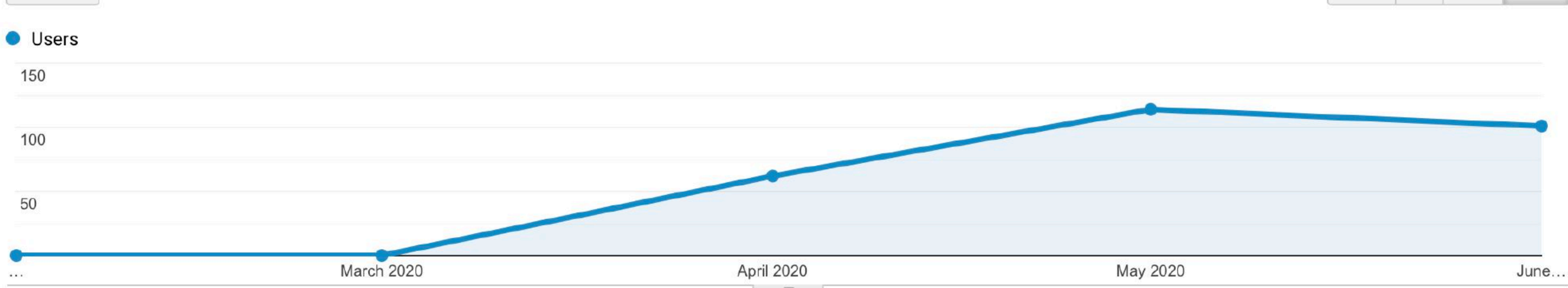


Metrics you can measure

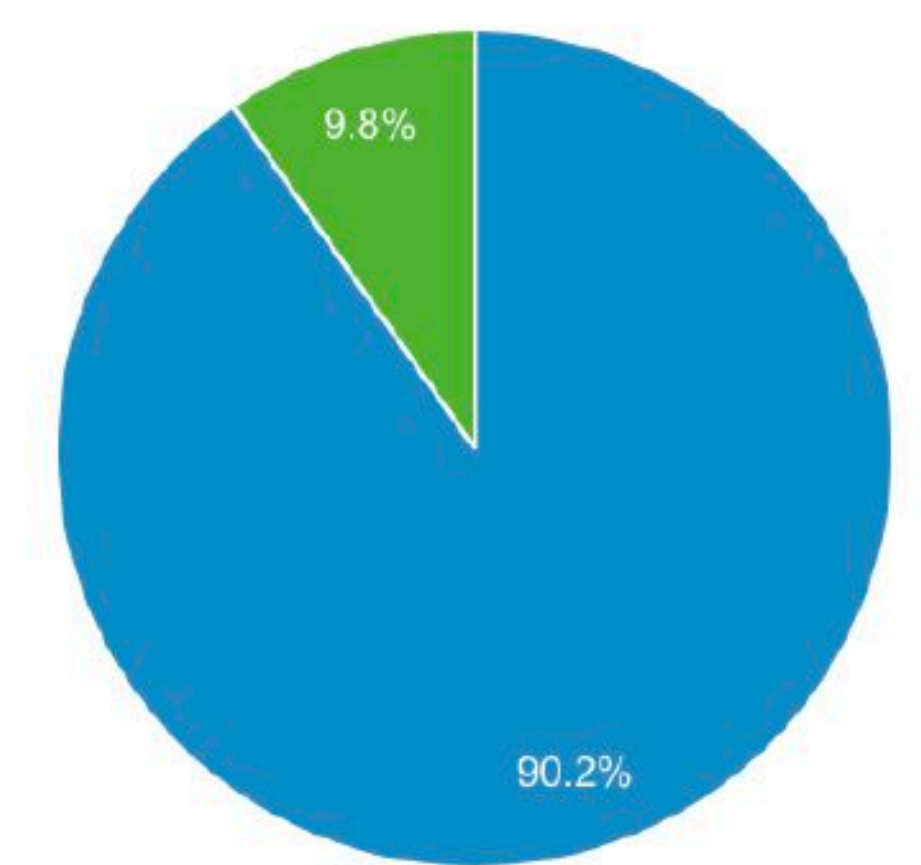
- How many people visit the website
- How long are people staying on your site
- Which pages are the most popular
- Are people using desktops or mobiles
- The geography of your website visitors
- The loading speed of your website



How many people visit your site



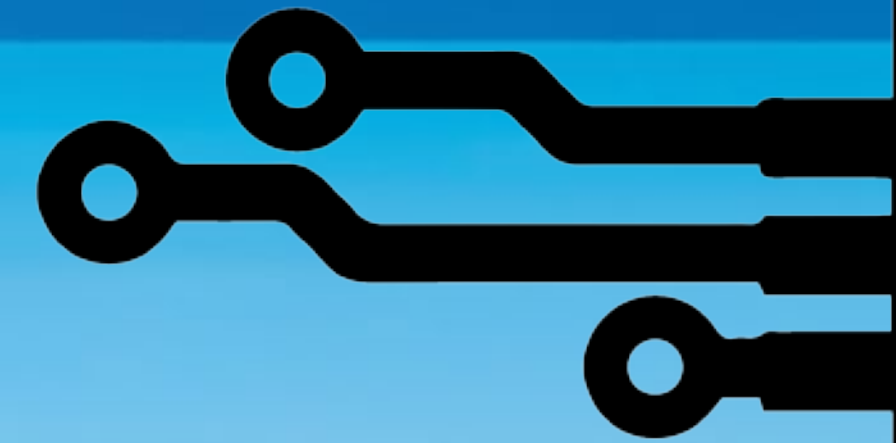
■ New Visitor ■ Returning Visitor



Number of visitors to your site



How long are people staying



Distribution

Count of Sessions [Days Since Last Session](#)

Sessions



















340

% of Total: 100.00% (340)

Page Views

721

% of Total: 100.00% (721)

Count of Sessions [?]	Sessions [?]	Page Views [?]
1	267 	458 
2	29 	139 
3	13 	42 
4	10 	32 
5	4 	5 
6	3 	4 
7	3 	8 
8	3 	13 
9-14	8 	20 

How long people are staying



Which pages are driving the traffic?



Primary Dimension: **Page** Page Title Other

Plot Rows Secondary dimension Sort Type: Default

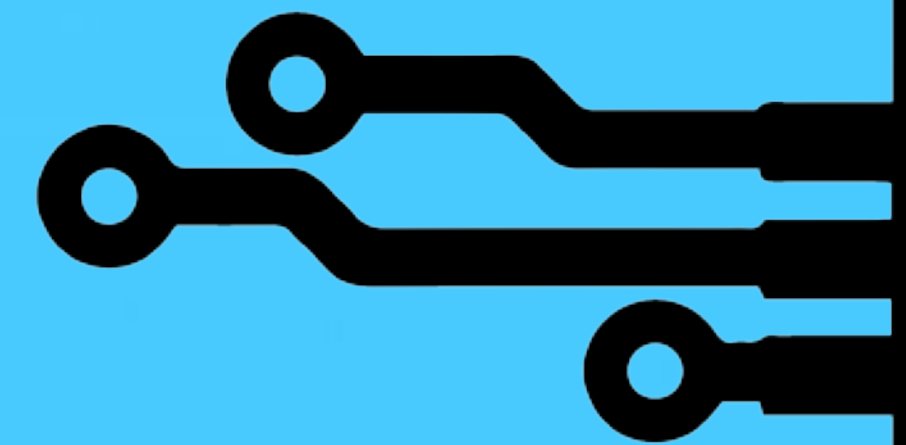
advanced [Grid Icon] [Refresh Icon] [Filter Icon] [List Icon]

	Page ?	Page Views ?	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		721 % of Total: 100.00% (721)	597 % of Total: 100.00% (597)	00:01:53 Avg for View: 00:01:53 (0.00%)	339 % of Total: 100.00% (339)	70.59% Avg for View: 70.59% (0.00%)	47.02% Avg for View: 47.02% (0.00%)	US\$0.00 % of Total: 0.00% (US\$0.00)
<input type="checkbox"/>	1. /	156 (21.64%)	137 (22.95%)	00:02:24	125 (36.87%)	51.20%	50.00%	US\$0.00 (0.00%)
<input type="checkbox"/>	2. /free-resources	76 (10.54%)	59 (9.88%)	00:03:13	5 (1.47%)	40.00%	36.84%	US\$0.00 (0.00%)
<input type="checkbox"/>	3. /about	52 (7.21%)	40 (6.70%)	00:01:09	6 (1.77%)	33.33%	25.00%	US\$0.00 (0.00%)
<input type="checkbox"/>	4. /services	39 (5.41%)	34 (5.70%)	00:00:32	1 (0.29%)	100.00%	25.64%	US\$0.00 (0.00%)
<input type="checkbox"/>	5. /contact	30 (4.16%)	22 (3.68%)	00:04:00	2 (0.59%)	22.22%	26.67%	US\$0.00 (0.00%)

What pages are driving the traffic



Desktop, mobile or tablet?





Primary Dimension: **Device Category**

Device Category	Acquisition			Behaviour			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	267 % of Total: 100.00% (267)	267 % of Total: 100.00% (267)	340 % of Total: 100.00% (340)	70.59% Avg for View: 70.59% (0.00%)	2.12 Avg for View: 2.12 (0.00%)	00:02:07 Avg for View: 00:02:07 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. desktop	200 (74.91%)	200 (74.91%)	265 (77.94%)	72.08%	2.26	00:02:36	0.00%	0 (0.00%)	US\$0.00 (0.00%)
2. mobile	60 (22.47%)	60 (22.47%)	65 (19.12%)	64.62%	1.66	00:00:25	0.00%	0 (0.00%)	US\$0.00 (0.00%)
3. tablet	7 (2.62%)	7 (2.62%)	10 (2.94%)	70.00%	1.50	00:00:17	0.00%	0 (0.00%)	US\$0.00 (0.00%)

Desktop, mobile or tablet



What to do with all that data?



Analytics | All accounts > Tracy Sheen | All Web Site Data

Try searching "Top countries by users"

Home | Customisation | REPORTS | Real-time | Audience | Acquisition | Behaviour | Conversions | Attribution ^{BETA} | Discover | Admin

Google Analytics Home

Users	Sessions	Bounce Rate	Session Duration
6 ↓ 57.1%	8 ↓ 42.9%	62.5% ↓ 27.1%	2m 40s ↑ 174.9%

Date	Users	Sessions
09 Jul	1	2
10	1	3
11	1	2
12	2	0
13	1	4
14	1	3
15	1	0

INSIGHTS

Active Users right now: 0

Page views per minute

Top Active Pages: No data available

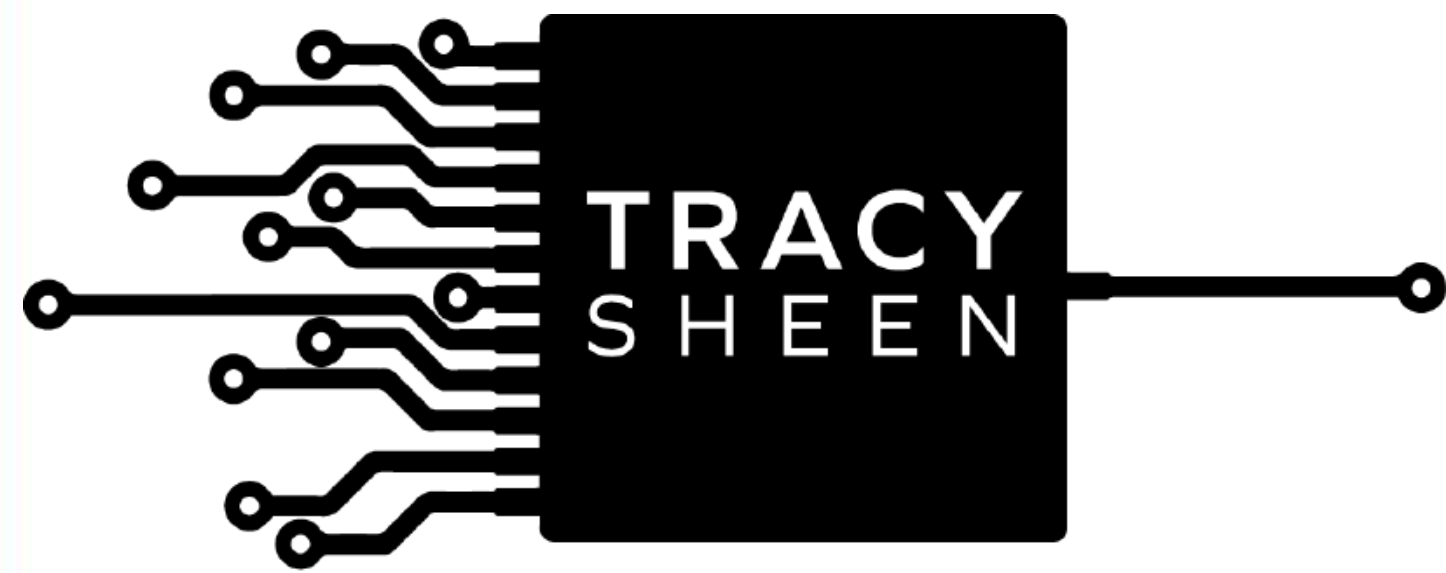
Active Users: No data available

Last 7 days | AUDIENCE OVERVIEW | REAL-TIME REPORT

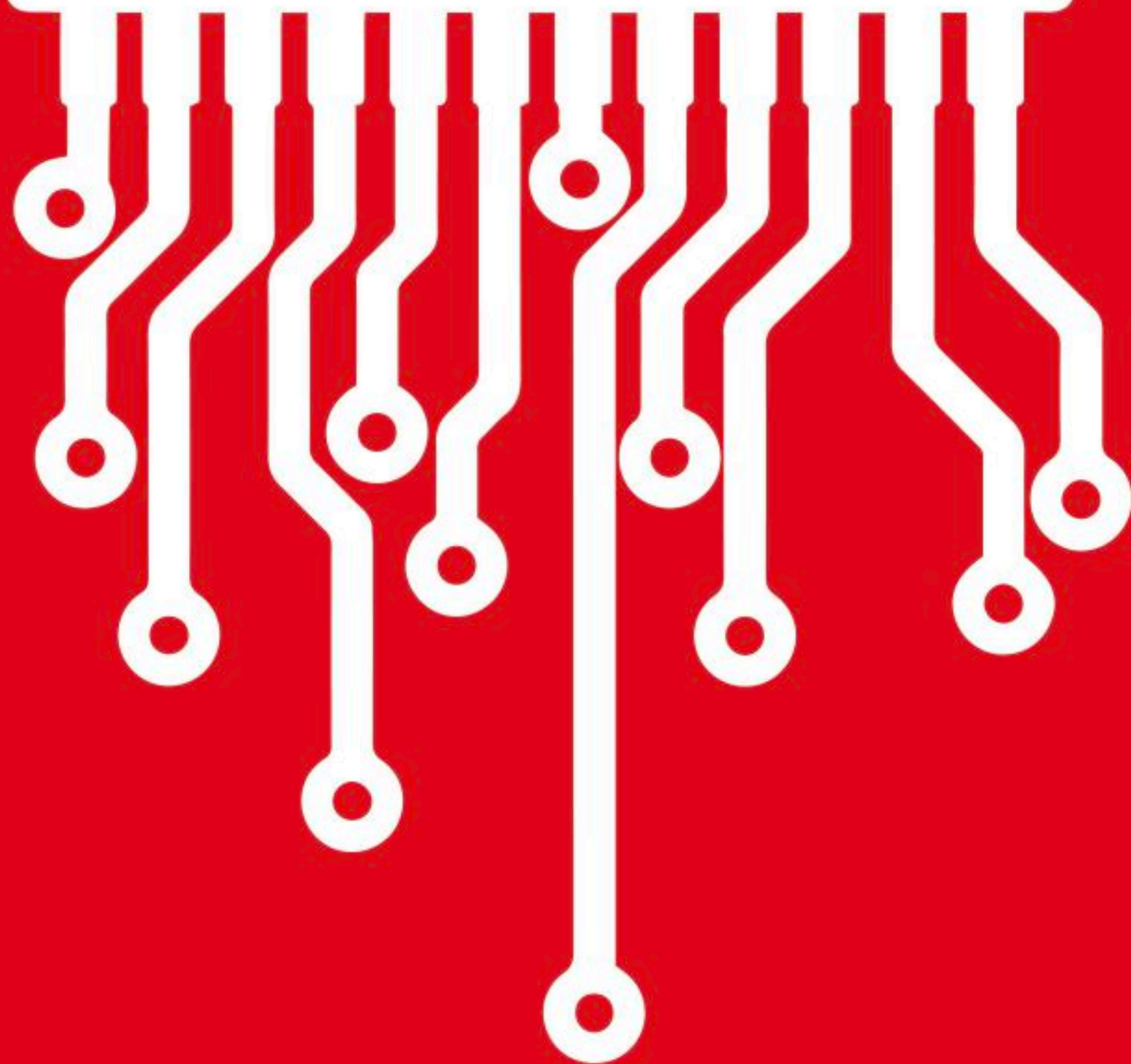
Example of a Google Analytics account



Challenge



THE DIGITAL GUIDE



tracysheen.com.au



ts@tracysheen.com.au



[tracy sheen](https://www.linkedin.com/company/tracy-sheen)



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